



Meeting Minutes

DATE: Wednesday, March 11, 2020

TIME: 6:00 PM – 7:30 PM

LOCATION: City Council Committee Room, 12th Floor, 202 C. Street

6:00 PM Mayor’s Office / Consular Office / Public Official Comment Non-Agenda Public Comment

Approval of Minutes for February 2019

- No speakers
- Minutes approved
- Absent for the March 11, 2020 board meeting: Oscar Urteaga, Jordan Marks, Melissa Floca, Chandler Martin

6:10 PM San Diego’s Global Cities Initiative: David Graham

- David Graham—former City of San Diego Deputy Chief Operating Officer for smart and sustainable communities—gave brief remarks on the global cities’ initiative. Mr. Graham emphasized that San Diego’s strengths are international trade and global connections, but while San Diego is also strong in its cultural richness, it lacks a cohesive strategy in how it communicates itself to the world.
 - San Diego, as a global identity and brand, hasn’t always been particularly clear on its messaging
 - During his time with the city, Mr. Graham worked to help San Diego’s companies go global while encouraging a global talent pool to live and work in San Diego
 - San Diego can champion mobility, sustainability and inclusivity, and be a global leader in these areas
 - San Diego’s border region is a strength, as is the city’s Climate Action Plan, educational institutions and the international communities that they attract.
 - “It’s not about comparing ourselves to other cities, but instead championing the qualities and identity that make our city so unique.”
 - Coordination and collaboration on clear messaging for San Diego has always been a challenge
 - Highlighted the achievements of Portland, OR, Louisville, KY, and Kansas City, MO
 - When determining the metrics that San Diego should assess itself against, it should consider three things:
 1. “Stretch” metrics are key for setting aspirational goals
 2. There is an inherent challenge around baseline data. “We don’t know what we don’t know.” Working with San Diego’s universities may help in navigating the challenges of setting a baseline.
 3. While San Diego shouldn’t focus only on vanity metrics, it also shouldn’t dismiss something just because other cities are competing in that space (e.g. global sporting events, conferences, etc.)

6:45 PM ADL No Place for Hate School Program Presentation:

Mariana Akins, *Rancho Bernardo High School*
Ethan Kassar, *Francis Parker School*
John Osicka Prado, *Mt. Carmel High School*
Paloma Fallica, *Academy of Our Lady of Peace*
Emily Bylsma, *Poway High School*

- Each of the students listed above presented very concise, eloquent and inspiring remarks to the International Affairs Board and received a recognition from the Office of the Mayor for their achievements with the Anti-Defamation League national youth leadership mission

6:55 PM Celebration of the 150th Anniversary of the Mexican Consulate in San Diego (Vote): Board Member Bob Morris

- Motion to initiate work on advising the city on how to celebrate the Mexican Consulate's 150th anniversary in San Diego approved by the International Affairs Board

7:00 PM Presentations of Cities to the Ad Hoc Committees

- Not all board members finished presenting on their respective cities and will need to complete the activity at the next International Affairs Board meeting

7:20 PM Board Member Updates

- None

7:30 PM Adjournment

Next Meeting will be Wednesday, April 8, 2020 6:00 p.m. – 7:30 p.m.

at the City Administration Building (12th Floor)

202 C Street, San Diego, CA 92101

For further information contact: Joel Day, Executive Director, Office of Boards and Commissions at dayj@sandiego.gov